



## Meeting the Needs of “Today’s” Customers

### 2019 NYS Farmers Market Manager’s Conference

**March 5 – 6, 2019**  
**Queensbury Hotel, Glens Falls, NY**

**Tuesday, March 5, 2019**

8 – 9am	Registration	
9am – 10am	<p><b>Keynote: Consumer attitudes and behaviors on shopping for local food</b>          Todd Schmit, Associate Professor, Charles H. Dyson School of Applied Economics and Management          Roberta Severson, Extension Associate, Charles H. Dyson School of Applied Economics and Management</p> <p>Over the past summer, the Farmers Market Federation of NY, CCE Broome County and additional partners conducted a consumer survey to learn how consumers choose the venues they use to purchase local foods, as well as attitudes towards shopping at local farmers markets. This session will report the findings of the summer-long survey.</p>	
10 – 10:30	<b>Break</b>	
	Concurrent Session 1 Managing new and/or smaller markets	Concurrent Session 2 Advanced Management Skills
10:30am – Noon	<p><b>Standing out in a Crowd</b>          Shannon Howard, Marketing Specialist, Overit</p> <p>With the number of markets in NY State, it often means that markets are competing with one another for farmers and for customers. So how do you make your market stand out? What makes you unique and how do you capitalize on what makes you different than the others?</p>	<p><b>Building Community Connections to Support a Farmers Market</b>          Evan Lowenstein, Rochester Public Market</p> <p>“A market is not an island unto itself! Rather a successful market becomes an integral part of the community.” Learn how the Rochester Public Market has grown into the community fabric of Rochester.</p>
Noon – 1:00	<b>Local Foods Lunch</b>	
	<b>Concurrent Session 1</b> Managing new and/or smaller markets	<b>Concurrent Session 2</b> Advanced Management Skills
1:00 – 3:30pm	<b>Tour - TBD</b>	
3:30 – 5:00	<p><b>Too many tomatoes?</b>          Ken Myers, Delmar Farmers Market</p> <p>It is important to maintain a balance of products in a market to offer consumers choices, but it must balance that against farmers sales. Too</p>	<p><b>Working with Local Media and Municipal leaders</b>          Beth Irons, Oneida County Public Market</p> <p>Developing and maintaining relationships with local media and municipal leaders is an integral part of the success of your market.</p>

	<p>many of any one product in the market means your farmers won't make enough sales to sustain the farm and encourage their market participation. How do you know you have enough and not too much?</p>	<p>Getting the word out quickly, accurately and effectively can be the difference between failure to launch and over-whelming success for you and your vendors. From extending your reach to new consumers to seeking out and soliciting support and funds, establishing long-lasting relationships with local media and community leaders is a vital and on-going process. Learn how to contact your local outlets, who to talk to, what to talk about and how to stay top of mind with them and your audience.</p>
<p>6:00pm</p>	<p><b>Farm to Table Dinner</b> Farmers Market Shark Tank: Farmers Market Business Plan</p>	

Conference Sponsored by:



Capital Region Agriculture & Horticulture Program



**Wednesday, March 6, 2019**

8 – 9am	Registration	
9am – 10am	<b>Risk Management – Keeping your customers AND your vendors safe</b> Chris Baker, Director, Cattaraugus Count Dept of Emergency Services When a disaster strikes, whether its weather, a fire, or terrorism, do you know what to do? Learn how you can keep your vendors and customers safe from NYS Emergency Services.	
10 – 10:30	Break	
	<b>Concurrent Session 1</b> <b>Managing new and/or smaller markets</b>	<b>Concurrent Session 2</b> <b>Advanced Management Skills</b>
10:30am – Noon	<b>Success in Small Market</b> Jon Zeltsman, Down to Earth Markets It is possible to be successful in a small market, but it might take more effort than a large market that brings hundreds of consumers by each farmers table. Bring these tips back to your farmers to help them be more successful at your farmers market.	<b>Today’s customer craves convenience – making your markets convenient for your customers</b> Hints and tips from markets that have developed or taken advantage of opportunities to make shopping at their markets easier. FreshFoodNY – Julia Howard, Saratoga Meal Packages – Beth Irons, OCPM Loyalty Cards– Jessica Douglas, GrowNYC
Noon – 1:00	Local Foods Lunch	
1:00 – 2:00pm	<b>A Case Study in Collaboration: Building Market Success in Sullivan County</b> Melinda Meddaugh, Cornell Cooperative Extension, Sullivan	<b>Breaking through the Algorithms</b> Lindsay Wilcox, CenterMost Marketing Facebook and Instagram made drastic changes to their algorithms in 2018, making it harder - but not impossible - to reach consumers. Learn how to break through algorithms with no- and low-cost social media solutions!
2:00 – 3:00pm	<b>Theft, assaults, harassment. What’s a manager to do?</b> Undersheriff Shawn Lamouree, Warren County Sherriff’s Department As a market manager it is your responsibility to handle any criminal activity that occurs in your market. Learn some tips from the experts on dealing with these issues.	